

SUBJECT: Proposed text amendment to Section 1427-01: Purposes (of Signs)

PURPOSE: To obtain input and direction from the Planning Commission on zoning text as it relates to Outdoor Advertising Signs

PROPOSED TEXT AMENDMENT:

§ 1427-01. Purposes.

The purpose of this Chapter is to regulate the display of signs that pertain to businesses, activities and uses that take place on the same premises as where the sign is located. Signs that do not pertain to a business, activity and use that takes place on the same premises as where the sign is located are regulated by Chapter 895, Outdoor Advertising Signs, of the Cincinnati Municipal Code and are permitted only within the zoning districts delineated in Section 427-17, Off-Site Signs, of the Cincinnati Zoning Code. The regulations in this Chapter are intended to:

- (a) Provide property owners and occupants an opportunity for effective identification.
- (b) Maintain and enhance the quality of the City's appearance by limiting the number, area, location and design of signs permitted on all sites.
- (c) Protect Residential Districts from adverse impacts of excessive signs both from within residential districts and from surrounding districts.
- (d) Reduce sign clutter.
- (e) Ensure that signs are located and designed to maintain a safe and orderly pedestrian and vehicular environment.
- (f) Provide reasonable, yet appropriate conditions for identifying goods sold or produced or services rendered in all zoning districts.
- (g) Control the size, location and design of temporary and permanent signs so that the appearance of such signs will be aesthetically harmonious with their surroundings and will enhance the overall appearance of the built environment.
- (h) Eliminate any conflict that could be hazardous between commercial or identification signs and traffic control devices and signs.
- (i) Preserve and perpetuate uncluttered and natural views, significant architecture and cultural resources for the enjoyment and environmental enrichment of the citizens of the community and visitors.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

Referenced Section (Unchanged):

§ 1427-17. Off-Site Signs.

Off-Site Signs are permitted only in the CC-M, CC-A, CG-A, MG, and ME zoning districts and must be displayed in compliance with Chapter 895, Outdoor Advertising Signs, of the Cincinnati Municipal Code.

(Ordained by Ord. No. 15-2004, eff. Feb. 13, 2004)

JUSTIFICATION:

In its consideration of other changes to Chapter 1427, Signs of the Zoning Code on February 17, 2006, the Planning Commission heard testimony suggesting that language in Section 1427-01 implies that Outdoor Advertising Signs may be subject to the sign regulations for each zoning district in which they are allowed. It was argued that if this were the case, billboard signs would be effectively eliminated. For instance, Chapter 895 allows a maximum area of 672 square feet for ground signs; however, the zoning code limits them to 72 square feet in the CC-A, CG-A, MG, and ME zones and to 36 square feet in the CC-M.

The proposed change eliminates the unintended consequence of language added in the Zoning Code rewrite. It clarifies that Chapter 1427 Signs of the Zoning Code only identifies the zoning districts that permit outdoor advertising signs, but that Chapter 895, Outdoor Advertising Signs, of the Cincinnati Municipal Code governs their location, dimensions, content and all other characteristics and limitations.

APPROVED:

Respectfully Submitted

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